

## REMARKS

This is a request for continued examination under 37 C.F.R. §1.114. The fee required under 37 C.F.R. §1.17(e) is authorized. A petition for a one month extension in time to respond is also included along with the proper fee. Several new claims have been added. Again, the proper fee is included.

In the final office action, the examiner indicated that the information disclosures presented between Aug. 2008 and Feb. 2009 were not considered because the applicant failed to submit a statement under 37 C.F.R §1.97(c) or pay a fee under §1.17(p). The applicant recently filed the original IDS again with the fee under §1.17(p) this time, along with a new set of SB08 forms for all this art as well as new disclosures. All new non-patent art has been supplied on disk; all old art has already been entered into the record and merely needs consideration by the examiner.

In the final office action, the examiner rejected claims 28-37 under 35 U.S.C. §103(a) as being unpatentable over Lawlor et al in view of the applicant's admitted prior art.

The examiner allowed claims 78-117.

The applicant has amended claims 28-37 and added new claims 118 – 129. The amended claims overcome the previous rejections since Lawlor does not teach or suggest Web media content service selected from a plurality of online Web media content services managed by at least one Web merchant, content provider or context provider on the World Wide Web, with a plurality of services including one or more data structures specific to a Web application on a

Web page; instantiating said data structure with user input; initiating at least one transactional application corresponding to the web media content service; or routing the data structure from a Web page across an open channel over a service network atop the Web to said transactional application.

The applicant believes that for the reasons stated above, claims 28-37 and 78-129 are now allowable. The examiner is respectfully requested to place the case in condition for allowance at the earliest convenience.

Respectfully Submitted



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